

City of Kennesaw Request for Proposals

The Southern Museum of Civil War and Locomotive History is seeking a marketing firm to develop an integrated marketing plan which incorporates brand identification, messaging and imagery. The plan will include event promotion, collateral material production, advertising, website management, and public relations with the goal of increasing awareness, traffic, and encouraging community and tourist investment in the Southern Museum. Copies of the Request for Proposals (RFP) may be attained by contacting the Kennesaw City Clerk at dctaylor@kennesaw-ga.gov. Any questions in regard to the RFP should be submitted via email no later than July 25, 2014 to Debra Taylor, City Clerk (dctaylor@kennesaw-ga.gov). All answers will be consolidated and provided to every competing agency. Sealed bids must be submitted to the City of Kennesaw, Attn: City Clerk, 2529 J.O. Stephenson Avenue, Kennesaw GA 30144 by 3:00 PM on August 1, 2014. The outside of the sealed submission must be clearly marked "**Museum Marketing RFP**" to be considered. Bids received after the deadline will not be considered. All firms submitting qualifications must be authorized to do business in the State of Georgia and Cobb County and must possess all required professional services registrations and licenses in accordance with all applicable Georgia and Cobb County statutes, regulations and rules, including e-Verify. The City of Kennesaw, in making the award, will consider the competency, experience and responsibility of the submitters. The City reserves the right to reject any and all proposals, to reject portions of the proposals, to waive technicalities, and to award contracts in a manner consistent with the interest of the City of Kennesaw and the laws of the State of Georgia